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CLAIM AMENDMENTS

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1 1. - 3. (Canceled)

1 4. (Previously presented) An apparatus, comprising:

2 one or more video server components that play one or more videos at one or
3 more mobile phones while one or more phone calls associated with the one or more
4 mobile phones are on hold;

5 wherein the one or more video server components that play the one or more
6 videos at the one or more mobile phones comprise a video server component that plays
7 a video for a mobile phone; and

8 wherein the video server component sends a query message to the mobile
9 phone for permission to send the video to the mobile phone; and

10 wherein the video comprises a first video, and wherein the internet protocol
11 address comprises a first internet protocol address; and

12 wherein the query message comprises a choice between the first video and a
13 second video, and wherein the first video is stored at the first internet protocol address
14 and the second video is stored at a second internet protocol address; and

15 wherein a user of the mobile phone employs the mobile phone to reply to the
16 choice with a selection of the first video or the second video, and wherein the mobile
17 phone sends the selection to the video server component; and

18 wherein the video server component employs the selection to connect the mobile
19 phone to the first internet protocol address for the first video or the second internet
20 protocol address for the second video.

1 5. (Previously presented) The apparatus of claim 4, further comprising an
2 interactive server component;

3 wherein the one or more video server components that play the one or more
4 videos at the one or more mobile phones while the one or more phone calls associated
5 with the one or more mobile phones are on hold comprise a video server component
6 that plays a video for a mobile phone while a phone call associated with the mobile
7 phone is on hold; and

8 wherein the interactive server component connects with the phone call
9 associated with the mobile phone through a voice network component; and

10 wherein the interactive server component places the phone call associated with
11 the mobile phone on hold.

1 6. (Previously presented) An apparatus, comprising:

2 one or more video server components that play one or more videos at one or
3 more mobile phones while one or more phone calls associated with the one or more
4 mobile phones are on hold;

5 the apparatus further comprising an interactive server component;

6 wherein the one or more video server components that play the one or more
7 videos at the one or more mobile phones while the one or more phone calls associated
8 with the one or more mobile phones are on hold comprise a video server component
9 that plays a video for a mobile phone while a phone call associated with the mobile
10 phone is on hold; and